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Message Text

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61
ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66650
DRAFTED BY: COM/BIC/OIM:HENELSON
APPROVED BY: EB/OCA/REP:LHPOMEROY
COM/BIC/OIM:ARTHUR P. LEONARD
RMD/LPSILLOWAY, CMM/238
EB/OCA/BR:RSWARTZ
---------- 112630
R 111529Z JUN 74
FM SECSTATE WASHDC
TO AMEMBASSY SINGAPORE

UNCLAS STATE 123131

E.O. 11652 N/A
TAGS: BEXP, SN
SUBJECT: INDUSTRY REACTION TO PROPOSED PETROLEUM EQUIPMENT
JEEP

1. OIM HAS CONTACTED AMERICAN PETROLEUM INSTITUTE (API) AND LEADING MANUFACTURERS OF OIL AND GAS EXPLORATION AND PRODUCTION EQUIPMENT TO DETERMINE INTEREST IN PETROLEUM EXPLORATION AND PRODUCTION EQUIPMENT JEEP PROPOSED FOR JANUARY 1976.

2. API AND FIRMS CONTACTED FELT THAT INDUSTRY WOULD GAIN FEW ADDITIONAL SALES FROM PROMOTIONAL EVENT CHIEFLY BECAUSE: A. MOST SALES ARE MADE TO LARGE OIL COMPANIES AND CONTRACTORS THROUGH U.S. HEAD OFFICES EVEN THOUGH SUPPLIERS OFTEN HAVE OVERSEAS OFFICES FOR SERVICING ACCOUNTS; B. MANY SUPPLIERS NOW HAVE LARGE ORDER BACKLOGS AND ARE NOT SOLICITING NEW BUSINESS; AND C. MOST PROSPECTIVE PURCHASERS HAVE PURCHASING OFFICES WHICH ARE WELL ACQUAINTED WITH SUPPLIERS. ONE FIRM WHICH HAD UNDERTAKEN PRIVATE MARKET RESEARCH IN SINGAPORE REPORTED THAT SEVERAL SINGAPORE BASSED AFFILIATES OF U.S. OIL COMPANIES TOLD THE RESEARCHER THAT PURCHASING DECISIONS WERE MADE AT THE HEAD OFFICES IN U.S.

3. FOR THESE REASONS OIM HAS DECIDED TO CANCEL THE PRPOSED JEEP
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ON THIS THEME. ANY SUGGESTIONS POST WISH TO OFFER FOR ALTERNATE

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THEMES WILL BE WELCOME. SISCO

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NNN

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Decaption Note:
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Disposition Case Number: n/a
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Disposition Event:
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